6 June 1977

MEMORANDUM FOR: Deputy Director for Administration

THROUGH: Associate Deputy Director for Administration

ATINTL FROM: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮

Chief, Management & Assessment Staff, DDA

SUBJECT: Summary of Comments Received in the
DDA Exchange Reader Survey

1.   As you requested at the May 20 meeting of the Exchange
Executive Board, we have prepared a summary of suggested
topics and of comments/suggestions received in the reader
survey. They are listed as follows:

SECTION I   Proposed Articles

SECTION II   General Suggestions

SECTION III   Comments/Suggestions

2.   I would like to distribute copies of these to each of
the Offices for their use. Would you want to pass these out
to the Office Directors at one of your morning meetings or would
you prefer that I send a copy directly to the senior editor
of the Office?   STATINTL

Attachments:
    Reader Survey Summary As Stated

SECTION I

DDA EXCHANGE READER SURVEY

PROPOSED ARTICLES

Source of Article	Subject
ODP	
	-- ADP in DDA (including pros and cons of computer support)
	-- Role of minicomputers in Agency
	-- Control of ADP boom under a money crunch
OF	
	-- OF role overseas
OL	
	-- Headquarters Physical Plant
	-- Energy conservation in Agency
	-- Procurement Division functions
	-- Selection of contractors/awarding of contracts
OMS	
	-- Agency Alcoholism Program
OP	
	-- Retirement system
	-- Profile of new employees

-- Central Processing Branch

-- Proposed and actual changes in employee benefits

-- Employment of handicapped

-- Vacancy Notices

-- Follow up article on Morale Survey

-- Applicant processing

-- Suggestion Awards (including what types of suggestions are needed?)

-- Recruiter article

-- EAA; similar people-oriented topics

-- "Double Dippers" in CIA

-- Success of recent publications (e.g., Silver Recruiting Brochure)

OS

-- Enforcing regulations on security breaches

-- Trials and tribulations of SACS

-- More articles on Security

OTR

-- An article about Center for Studies in Intelligence

-- ████████████████████████

ATINTL

-- ████████████████████████

-- Career Training Program

-- Unique training courses

-- Writing skills

Recapitulation of Suggested Topics (Cont'd)

O/DDA

      -- DDA support of Intelligence Community Staff

EO

      -- Explanation of Directorate policy decisions

AI

      -- Congressional oversight and its effect on DDA

SSA

      -- DDA support to overseas stations

CMO Staff

      -- Mid-level rotation

      -- Career management

      -- Advancement of women in DDA (With DDA/EEO Staff)

      -- Promotions, headroom and associated problems

      -- Comparison of various M Career subgroups in
         regard to intent of DDA Personnel Handbook

EEO Staff

      -- EEO--Overkill?

      -- EEO lack of progress in certain areas

      -- Project AIM

      -- DDA experience with EEOC, FEPC, Upward Mobility
         quotas, etc. -- positive and negative points

Budget Staff

      -- Zero-Based Budgeting

ADMAG

      -- DDA/MAG: Effectiveness, issues

Recapitulation of Suggested Topics (Cont'd)

ISAS

-- Problems of document or record destruction

-- Implementation of declassification requirements

IPS

-- FOIA/Privacy Act backlog, problems of legal compliance, etc.

DDA General

-- Services available within DDA (which may help other DDA'ers do their job better).

-- Field office workings

-- Personal assistance available from OP, OS, OMS, EEO, OGC: a consolidated article

-- Impact of recent overseas cutbacks

-- DDA interface with other CIA Offices

Non-DDA

-- Fine Arts Commission (FAC)

-- Map Service (DDI/OGCR)

-- Interview with Admiral Turner

-- Cafeteria: prices, plans, etc. (Cafeteria Committee)

-- Use of Library (DDI/OCR)

ATINTL   -- Review of ███ Trial (when completed)(OGC)

ATINTL   -- Analysis of what is fact and fiction in ███████ letter (IG)

-- Assessment of DDA support from non-DDA components

-- Senate and House investigations/oversight (OLC)

-- Code of conduct; current social mores

SECTION II

DDA EXCHANGE READER SURVEY

GENERAL SUGGESTIONS

-- Should the DDA have its own overseas
   slots?
-- Consolidated list of job vacancies
   within DDA
-- Parking; why not a tunnel from West
   Lot?
-- A survey providing statistical infor-
   mation reflecting amount of time
   expended by Office Directors with
   employees in grade GS-13 and below.

SECTION III

DDA EXCHANGE READER SURVEY

COMMENTS/SUGGESTIONS

1.   Exchange is too self-laudatory and self congratula-
tory; several articles not sufficiently informative; lack of
relevance of some articles (e.g., CB articles).

2.   Articles usually have poor openings; stories overly
wordy; too many grammatical errors; too much "governmentese."

3.   Widen distribution; emphasize availability to per-
sonnel of all grades in DDA; place back issues in CIA Library.

4.   Change to standard size (8 x 10-1/2); reduce amount
of white space (use complete page); lessen appearance of
"slick" publication.

5.   Pictures need captions; better relationship of pic-
tures to articles; art work should be included; add pictures
of authors; too many pictures of management; too many mean-
ingless shots.

6.   Should discuss problems and difficulties of DDA
Offices as well as success stories.

7.   Solicit articles from outside of DDA.

8.   Widen scope and circulation to become Agency publica-
tion.

9.   Suggestions for recurring articles; story series, or
regular columns or sections include:

     a.   Announcements of promotions, awards, etc.

     b.   Senior assignment changes.

     c.   An occasional article featuring a mid- or
lower-level employee.

     d.   New or approved systems (regardless of Office
of origin).

e. Guest article from outside DDA (IG, OGC, Comptroller, RI, etc.)

f. Articles from other Directorates.

g. Explanations of pending legislation which would be of interest to Agency personnel.

h. Case histories/classic support cases--also unusual happenings overseas.

i. Reader contribution column; reader question and answer section.

j. Profiles/interviews of Office Directors.

k. Brief reports from committees and task forces within DDA.

l. Updates on previously reported systems (SACS, SAFE, GAS, ETECS).

m. A pros and cons section.

n. Announcements and explanations of organizational changes (OC Personnel to DDS&T; DDI reorganization; IC Staff).

o. Articles which augment skills: A "how-to" approach.

p. Articles by DDA careerists serving in non-DDA components.

q. Consolidated list of job vacancies within DDA.

r. Feature articles that relate to each component in all Directorates.

s. Articles from other members of Intelligence Community on what they are doing.

t. "Dream" articles, such as where an Office is going (rather than the already accomplished).

u. Articles authored by DDA and Office Directors on managerial style, philosophy, plans.

v. Success stories of employees who have worked their way up from clerical to professional positions.

w. Proposed HR revisions.

DDA EXCHANGE READER SURVEY

Each reader of this issue is requested to take a few minutes to answer the following questions. Your responses will help the Editors evaluate the acceptance and usefulness of Exchange. Please fold the completed survey form and staple it so the address on the reverse side shows, then forward it through internal mail. Survey responses should be mailed by 13 May 1977. Results of the survey will be included in a future issue of Exchange.

Please circle the letter corresponding to the most appropriate answer.

1. How much of Exchange do you normally read?

   a) All articles b) Most articles c) An article or two d) Usually don't read it

2. To what degree has Exchange increased your understanding of the Directorate?

   a) Very high b) High c) Moderate d) Low

3. How do you rate Exchange as a source of information?

   a) Excellent b) Good c) Poor d) Very poor

4. In what ways is this information useful to you? (Circle all which apply.)

   a) As applies to   b) As applies to   c) As background   d) Other:
      your job or Office   your career   information
      activities   development   _____

5. Do you feel the average length of the publication is:

   a) too short b) about right c) too long

6. Would you prefer that Exchange be published:

   a) more frequently b) as is [quarterly] c) less frequently d) not at all

7. What is your opinion of the general quality of Exchange? (writing style, readability,
                                                             conveyance of message)
   a) Very high b) High c) Low d) Very low

8. What topics or subject areas do you suggest for future publication?

   _____

   _____

9. Please add any comment or suggestion pertaining to the publication of Exchange.

   _____

   _____

   _____

10. Please check one item in each of the following categories:

    Your grade: GS-14 or above_____   GS-10 thru 13_____   GS-9 or below_____

    Office of Assignment: OC____ODP____OF____OL____OMS____OP____OS____OTR____O/DDA____Other____

                    (PLEASE FORWARD COMPLETED RESPONSES BEFORE 13 MAY 1977.)

Approved For Release 2001/08/14 : CIA-RDP86-00114R000100090009-2

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DDA EXCHANGE READER SURVEY

FROM:			EXTENSION	NO.	
DDA/M&AS 7C18, Hqs.				DATE 4 May 1977	STATOTHR

TO: (Officer designation, room number, and building)	DATE		OFFICER'S INITIALS	COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)
	RECEIVED	FORWARDED		
1.				Enclosed is the second week's take of:
2.				-- Survey responses from readers assigned to your office,
3.				
4.				-- Suggested topics and Suggestions/Comments.
5.				By COB 4/29/77, 181 responses were received with the following office designations:
6.				
7.				OC - 18
8.				ODP - 9
9.				OF - 13
10.				OL - 21
11.				OMS - 5
12.				OP - 33
13.				OS - 21
14.				OTR - 10
15.				O/DDA - 10

OC   -   18
ODP   -   9
OF   -   13
OL   -   21
OMS   -   5
OP   -   33
OS   -   21
OTR   -   10
O/DDA -   10
Other -   41

Approximately 45% of respondents are GS-14 or above; 35% are GS-10-13; 20% are GS-9 or below.

STATINTL

*Copy sent to all Senior Editors.

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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

EXCHANGE SURVEY RESULTS - First Week

FROM:		EXTENSION	NO.
DDA/M&AS 7C18 HQS.			DATE 27 APRIL 1977 STATOTHR

TO: (Officer designation, room number, and building)	DATE RECEIVED	FORWARDED	OFFICER'S INITIALS	COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)
1.				
2.				Enclosed are Exchange Reader Survey responses received by COB 23 April from readers assigned to your office. Also enclosed are rough lists of
3.				
4.				(a) comments/suggestions, and
5.				(b) suggested topics, from the first week's take.
6.				These early results are forwarded for your information only; MAS is keeping a tally of the
7.				responses and will furnish each Senior Editor with a STATINTL
8.				completed report of the survey in late May.
9.				
10.				
11.				Sent to senior editors
12.				
13.				
14.				
15.				

FORM 3-62 610 USE PREVIOUS EDITIONS ☐ SECRET ☐ CONFIDENTIAL ☐ INTERNAL USE ONLY ☐ UNCLASSIFIED

ROUTING AND RECORD SHEET

SUBJECT: (Optional)
DDA EXCHANGE READER SURVEY

FROM:	EXTENSION	NO.
DDA/HqAS 7C18, HQS.	▮	DATE 18 FEBRUARY 1977 STATOTHR

TO: (Officer designation, room number, and building)	DATE		OFFICER'S INITIALS	COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)
	RECEIVED	FORWARDED		
1. SENIOR EDITORS				Attached for your information is the approved version of the Exchange Reader Survey along with our memo to the DDA which explains the survey's purpose and construction. We plan to arrange a meeting of Senior Editors in mid-May to discuss the responses we receive. STATINTL
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				